

Rep Order# 6839729 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:22 PM 1 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 693 Agency C/P1/P2/E 11/27/693  
Buyer Stephanie Maroney Flight Dates 10/16/2012 - 10/22/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

-- CONTRACT COMMENT --

CLIENT: AMERICAN CROSSROADS SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$37,925  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	2	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/17-10/17	1	1	1	\$500.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/18-10/18	1	1	1	\$500.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	5	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	7	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/17-10/17	1	1	1	\$1,500.00	
	8	TH	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/18-10/18	1	1	1	\$1,500.00	
	9	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/19-10/19	1	1	1	\$1,500.00	
	16	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/16-10/16	1	1	1	\$125.00	
	17	W	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/17-10/17	1	1	1	\$125.00	
	18	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/18-10/18	1	1	1	\$125.00	

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) .AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 693  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency (    ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/693  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	F	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/19-10/19	1	1	1	\$125.00	
	20	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	21	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
	22	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	10/20-10/20	2	1	2	\$800.00	
	23	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
	24	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	25	SU	8A-9A	SUN TODAY-NBC	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	26	TU	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	27	W	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	28	TH	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
	29	F	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	30	M	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/16-10/16	1	1	1	\$250.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/17-10/17	1	1	1	\$250.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/18-10/18	1	1	1	\$250.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/19-10/19	1	1	1	\$250.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	

Rep Order# 6839729 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:22 PM 3 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 693  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/693  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	36	TU	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/16-10/16	1	1	1	\$150.00	
	37	W	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/17-10/17	1	1	1	\$150.00	
	38	TH	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/18-10/18	1	1	1	\$150.00	
	39	F	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/19-10/19	1	1	1	\$150.00	
	40	M	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	41	TU	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	42	W	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	43	TH	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
	44	F	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	45	M	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	46	TU	2P-3P	DOCTORS<	:30	\$150.00	10/16-10/16	1	1	1	\$150.00	
	47	W	2P-3P	DOCTORS<	:30	\$150.00	10/17-10/17	1	1	1	\$150.00	
	48	TH	2P-3P	DOCTORS<	:30	\$150.00	10/18-10/18	1	1	1	\$150.00	
	49	F	2P-3P	DOCTORS<	:30	\$150.00	10/19-10/19	1	1	1	\$150.00	
	50	M	2P-3P	DOCTORS<	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	51	TU	3P-4P	MAURY POVICH<	:30	\$250.00	10/16-10/16	1	1	1	\$250.00	

Rep Order# 6839729 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:22 PM 4 of 7

EC'd Yes

Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 693  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/693  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	52	W	3P-4P	MAURY POVICH<	:30	\$250.00	10/17-10/17	1	1	1	\$250.00	
	54	F	3P-4P	MAURY POVICH<	:30	\$250.00	10/19-10/19	1	1	1	\$250.00	
	55	M	3P-4P	MAURY POVICH<	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	56	TU	4P-5P	ANDERSON<	:30	\$250.00	10/16-10/16	1	1	1	\$250.00	
	57	W	4P-5P	ANDERSON<	:30	\$250.00	10/17-10/17	1	1	1	\$250.00	
	58	TH	4P-5P	ANDERSON<	:30	\$250.00	10/18-10/18	1	1	1	\$250.00	
	59	F	4P-5P	ANDERSON<	:30	\$250.00	10/19-10/19	1	1	1	\$250.00	
	60	M	4P-5P	ANDERSON<	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	61	TU	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/16-10/16	1	1	1	\$700.00	
	62	W	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/17-10/17	1	1	1	\$700.00	
	63	TH	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/18-10/18	1	1	1	\$700.00	
	64	F	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
	65	M	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/16-10/16	1	1	1	\$700.00	
	67	W	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/17-10/17	1	1	1	\$700.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/18-10/18	1	1	1	\$700.00	
	69	F	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	

Rep Order# 6839729 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:22 PM 5 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 693 Agency C/P1/P2/E 11/27/693 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	72	W	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/17-10/17	1	1	1	\$1,000.00	
	73	TH	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/18-10/18	1	1	1	\$1,000.00	
	74	F	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	75	M	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	76	TU	730P-8P	INSIDER<	:30	\$600.00	10/16-10/16	1	1	1	\$600.00	
	77	W	730P-8P	INSIDER<	:30	\$600.00	10/17-10/17	1	1	1	\$600.00	
	78	TH	730P-8P	INSIDER<	:30	\$600.00	10/18-10/18	1	1	1	\$600.00	
	79	F	730P-8P	INSIDER<	:30	\$600.00	10/19-10/19	1	1	1	\$600.00	
	80	M	730P-8P	INSIDER<	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	81	TU	11P-1135P	LATE NEWS	:30	\$800.00	10/16-10/16	1	1	1	\$800.00	
	82	W	11P-1135P	LATE NEWS	:30	\$800.00	10/17-10/17	1	1	1	\$800.00	
	85	M	11P-1135P	LATE NEWS	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	

EC'd Yes    Last Received: 08/08/2012 2:24 PM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) AMERICAN CROSSROADS    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product American Crossroads    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 693    Agency C/P1/P2/E 11/27/693    Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney    Flight Dates 10/16/2012 - 10/22/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	

--REPORT TOTALS--  
Report Totals: 83 / \$37,925.00

--SALES MONTHLY TOTALS--  
  
Oct 12: 83 / \$37,925.00  
Sales Totals: 83 / \$37,925.00  
Station Totals: 83 / \$37,925.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$102,500	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

Station WAVY-TV NORFOLK, VA.

Advertiser (    ) .AMERICAN CROSSROADS

Product American Crossroads

Estimate# 693

Buyer Stephanie Maroney

Phone#

Fax#

Agency (    ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/693

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office (    ) PHILADELPHIA

Salesperson (    ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CREDIT RISK ---  
CASH IN ADVANCE